

GREY

51854 1441

CM

JP

New Jersey Region
Work Plan Priority Status

Recap Date: 8-17-93

RE. EDWIN
As In to
all

New Jersey Region

51854 1442

"Winston Summer Promotions"

Winston Select Case Shipments

Week ending	1222	1226	1228	1230	1232	1200	% increase vs. 2nd qtr. ave. wk.
Ave. wk / 2nd qtr.	16 cs.	8 cs.	14 cs.	8 cs.	10 cs.	55 cs.	
B1G1F wk.1 / 7-2-93	6	38	35	84	14	177	(+ 222%)
B1G1F wk.2 / 7-9-93	66	13	15	49	45	180	(+229%)
B1G1F wk.3 / 7-16-93	280	106	218	255	106	964	(+1613%)
B1G1F wk.4 / 7-23-93	135	33	158	39	40	405	(+736%)
B1G1F wk.5 / 7-30-93	130	34	135	48	40	386	(+701%)
B1G1F wk.6 / 8/6/93	57	15	2	1	9	74	(+134%)
B1G1F wk.7 / 8/13/93	37	71	127	148	47	430	(+781%)
<u>Total Cases</u>	<u>711</u>	<u>310</u>	<u>690</u>	<u>624</u>	<u>301</u>	<u>2616</u>	(+680 % to date)

Winston Summer Promotion / \$4.00 product shipped (% of weekly allocation ordered)

Week Ending	1222	1226	1228	1230	1232	1200
2-Jul	38%	48%	51%	48%	35%	44%
9-Jul	24%	31%	42%	45%	54%	38%
16-Jul	39%	53%	52%	49%	91%	53%
23-Jul	28%	27%	34%	29%	22%	31%
30-Jul	22%	23%	22%	11%	19%	20%
6-Aug	14%	16%	11%	12%	9%	12%
<u>Total Program Cases</u>	<u>531</u>	<u>207</u>	<u>506</u>	<u>391</u>	<u>280</u>	<u>1950</u>
<u>Remaining</u>						

Recap 4 xls.

Recap 4 xls.

Winston Select B1G1F Allocation Usage**New Jersey Region****Updated: 8/16/93**

	Promotion 306 June 6 to July 30			Promotion 307 Aug. 2 to Sept. 30			Promotion 308		
	Alloc.	Remain.	% Used	Alloc.	Remain.	% Used	Alloc.	Remain.	% Used
Full Flavor	510	46	91%	694	493	29%			
F/F Box	485	32	94%	718	502	30%			
				July 12 to Aug.13			Aug. 2 to Sept. 30		
Light 100				448	159	65%	602	552	8%
Slim				373	122	67%	259	224	14%
Lights				623	243	61%	843	802	5%
Light Box				504	145	71%	682	637	7%
Totals	995	78	92%	3360	1664	51%	2386	2215	7%

TOTAL PROGRAM		
Alloc.	Remain.	% Used
1204	539	55%
1203	534	56%
1050	711	32%
632	346	45%
1466	1045	29%
1186	782	34%
6741	3957	41%

Recap 7 xls.

Winston Select Light Box Retail Dist.**New Jersey Region**

8/17/93						
	Key	A	B	C	D	Total Dist.
<u>Yonkers</u>	26%	42%	25%	7%	0%	13%
Stores	84 stores	126 stores	69 stores	66 stores	2 stores	346 of 2688
<u>No. Jersey</u>	28%	30%	22%	3%	0%	12%
Stores	74 stores	134 stores	50 stores	21 stores	0 stores	278 of 2283
<u>C. Jersey</u>	16%	30%	16%	4%	0%	9%
Stores	30 stores	91 stores	51 stores	25 stores	3 stores	200 of 2131
<u>Newark</u>	50%	60%	53%	28%	3%	21%
Stores	63 stores	144 stores	103 stores	248 stores	14 stores	564 of 2713
<u>S.C. Jersey</u>	18%	24%	21%	14%	0%	12%
Stores	49 stores	126 stores	48 stores	73 stores	2 stores	298 of 2480
<u>1240</u>	(87 of 651) 8/10/93					13%
<u>1242</u>	(61 of 1183) 8/10/93					5%
<u>Region</u>	27%	38%	28%	12%	1%	14%
Stores	304/1134	621/1658	511/1160	436/3691	11/4050	1569/17301

GREY TEAM'S
 YOU'RE DOING A
 GREAT JOB
 WITH SELECT LIGHTS.
 MY

<u>Stores with Select Lt. Box:</u>	<u>Division</u>	<u>Total Stores</u>	<u>Ave. per Assignment</u>
	Yonkers	346 stores	29 stores
	No. Jersey	278 stores	23 stores
	C. Jersey	200 stores	20 stores
	Newark	564 stores	47 stores ✓
	S.C. Jersey	298 stores	30 stores
	Region	1569 stores	28 stores

Recap 12.xls.